

PURCHASE INTENT

	NORTHWIND	
	New Ad/ New Product (Green)	Test Marketed Ad/ Test Marketed Product (Blue)
N =	402 %	234 %
<u>Positive Intent</u>	51	49
Definitely buy them	22	19
Probably buy them	29	30
Might or might not buy them	20	17
<u>Negative Intent</u>	29	34
Probably not buy them	14	10
Definitely not buy them	15	24
Don't know	*	*
Average	3.3	3.1

*Less than 0.5%

QUESTION: Now that you've tried them, how likely would you be to buy Northwind cigarettes if they were available in the stores where you shop? Would you... (READ LIST)?

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